

## **ABSTRACT**

Systems and methods for open content model Web service messaging in a networked computing environment are described. In one aspect, a transport neutral message is generated that includes message recipient, endpoint addressing information, and one or more reference properties. The reference properties include selectively opaque message context. The transport neutral message is bound to a transport protocol for communication to the message recipient. At least a portion of the selectively opaque message context is not directed to the message recipient.